

Corona del Mar Business Improvement District

Board Meeting Minutes

September 24, 2015

City of Newport Beach City Hall, Corona del Mar Conference Room, 1st Floor, Bay E
100 Civic Center Drive, Newport Beach, CA

I. Call to Order

Chairman Svalstad called the meeting to order at 7:32 a.m.

II. Roll Call

Chairman Svalstad called the roll, and everyone in the room introduced themselves.

Board Members Present:

Chairman Svalstad, Vice Chairman Laidlaw, Treasurer Dawson; Secretary Prause; Director Walker; Director Lim; Director LaFleur, Director Kianipur; Director Peschel.

City Representatives:

Mayor Edward Selich, Council Member Scott Peotter

Senior Engineer Brad Sommers, Finance Director Dan Matusiewicz, Revenue Manager Evelyn Tseng

BID Consultants:

Linda Leonhard, BID Marketing Consultant and Administrative Services (Corona del Mar Chamber of Commerce)

Guests:

Danielle Rivas (Corona del Mar resident), Dennis Baker (Corona del Mar Residents Association), Amy Senk and Jim Mosher

III. Public Comments on Agenda Items

Mr. Jim Mosher requested corrections to the minutes for the prior month: (1) spelling the name of the Newport Beach Independent reporter from "Sarah Hull" to "Sarah Hall"; (2) Amy Senk was present at the meeting; and (3) the name of the landscape architect referenced in the Marguerite and East Coast Highway project notes should be changed from "Ron Herman" to "Dan Herman."

IV. Approval of Minutes

MOTION: Treasurer Dawson made a motion to approve the August 27, 2015, Board Minutes with the three corrections recommended by Mr. Jim Mosher. Vice Chairman Laidlaw seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, Laidlaw, Lim, LeFleur, Kianipur, Peschel, Prause

V. Current Business

a. City Council Report:

Mayor Selich reported that he had received a draft of the amendment to the news rack ordinance for Corona del Mar.

Council Member Peotter reported that the underground electric wiring for District 117 was approved last week. In addition, he noted that City fees for items such as building permits and plan checks have increased.

b. City Staff Report.

- i. **Gateway Project (update on the approved Capital Improvement project for hardscape and landscape improvements at the East Coast Highway and MacArthur Boulevard intersection).** Mr. Brad Sommers, senior civil engineer at the City of Newport Beach, reported that the Public Works Department is revising plans for the Gateway project. Currently, palm trees are in front of the traffic light, and the department is correcting and other details. Mr. Sommers stated that the BID should be able to see a completed plan by the end of November. A discussion ensued and a request made for a member of the Board to meet with Public Works to discuss matching pavers for both the Marguerite and MacArthur intersections.
- ii. **Parking Meters (proposal for the installation of parking meters along East Coast Highway between Avocado Avenue and Poppy Avenue on the eastbound side and from Iris Avenue to Poppy Avenue on the westbound side).** Mr. Dan Matusiewicz, finance director for the City of Newport Beach, noted that the Corona del Mar business district benefits businesses and visitors coming to Corona del Mar to shop. He outlined a proposal to convert 390 spaces along northbound and southbound East Coast Highway to paid spaces. Visitors would use pay stations to pay for the parking. Mr. Matusiewicz believes this would create a revenue stream to support further commercial projects in the area. He stated the expected revenue from the 390 paid parking spaces would generate \$400,000 to \$500,000 annually. In other areas of the city, the City owns the “Park and Pay” stations. The BID stated that they would potentially support parking meters, but only as part of a larger parking plan. The Board will discuss further details at the next meeting.
- iii. **Bicycles on the Sidewalk.** Mr. Sommers reported that residents are concerned about bicycle riding on the sidewalks in the village. The City is considering a “Walk Your Bike” or “Dismount Your Bike” messaging on the sidewalks. An alternative to the above messaging would be to place “No Bikes” symbols on the sidewalk. However, the City supports a less prohibitive message. Other bicycle friendly cities use dismount zones and walk-your-bike zones. The Board decided to survey local businesses to see what language they recommend.
- iv. **Traffic Signal Improvement Project.** Mr. Sommers reported on the City’s efforts to update aging equipment on the nine traffic signals in Corona del Mar along East Coast Highway. Efforts to conduct the work at night and not during the holiday season are being considered to limit the impact on the business district. The tentative construction schedule reflects work beginning at the end of October. The work includes upgrades to the MacArthur, Goldenrod and Poppy intersections with sidewalk and traffic lane closures. There will be periods of time when the traffic signals are dark. This is a \$1.9 million contract to be completed within 120-days.

c. BID Project Updates

- i. **Parking Management Plan.** The parking sub-committee announced it is trying to simplify its approach to parking and go over the plan with the City Council. It hopes to bring something back to the full Board at the next meeting.
- ii. **Marguerite and PCH Project.** Chairman Svalstad met with Dan Herman to discuss the plans for the sidewalk landscape. The proposal to complete the plans is \$1,500. It will go to the City Attorney for review and approval. An action item will be put on next month’s agenda to discuss and approve this proposal.
- iii. **Tree Well Maintenance Items.** No status updates at this time.
- iv. **Revitalization / Maintenance Items (Maintenance of existing street furniture and proposed new items.)**
MOTION: Director Kianipur made a motion to approve the \$150 purchase and installation of the memorial plaque for placement on the bench in front of Sherman Library and Gardens. Director Lim seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, Laidlaw, Lim, LeFleur, Kianipur, Peschel, Prause

- v. **Holiday Décor Program.** The City will not approve the installation of shooting stars to the palm trees in the East Coast Highway medians. DekraLite is currently discussing the option of mounting the shooting star on the street light poles with the City.

d. **Financial Report.** There was a discussion with the representatives from the City's Finance Department regarding several issues.

- i. Delinquent member payments;
- ii. Paying BID assessments at the time of business license renewal;
- iii. Online credit card processing for BID assessments; and
- iv. Member invoices including all past due amounts.

Finance staff agreement to review the issues and report back to the Board.

MOTION: Secretary Prause made a motion to receive and file the financial report. Director Kianipur seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, Laidlaw, Lim, LeFleur, Kianipur, Peschel, Prause

e. **Administration and Marketing Report (Linda Leonhard)**

- i. **Website Status Update.** Ms. Leonhard reported that she has been in discussions with and has received proposals from website developers. The needs for the BID website back end and design have been identified. She will be sending a vendor's proposal to the City for review.
- ii. **Dolphin Program Update.** Ms. Leonhard announced that she is working with the volunteer board at Sherman Library and Gardens to take over the seasonal decorating of the dolphins beginning this Halloween.
- iii. **Marketing Programs.** Ms. Leonhard distributed a draft member survey that was discussed at the prior meeting. The survey would be distributed to the BID members to see how the BID Board could better serve their needs and identify areas of concern/interest. It was requested that any edits be returned to Ms. Leonhard within five days. Director Peschel and Director LeFleur volunteered to walk the surveys to each business.

f. **Corona del Mar Chamber Report (Leonhard).** Ms. Leonhard reported that the CdM business district is thriving with many new buildings and businesses. The past Chamber events have been well attended with Senator Moorlach speaking at the past Chamber Luncheon. There have been several recent ribbon cuttings and grand openings. The October mixer will be held at El Ranchito, and the September mixer will be held at Black Starr & Frost. The Chamber Board Seat nominations are now open.

VI. **Corona del Mar BID Announcements or Matters which Members Would Like Placed on a Future Agenda for Discussion or Action or Report (Non-Discussion Items) - None**

VII. **Public Comments on Non-Agenda Items - None**

VIII. **Next Meeting**

The next BID meeting is scheduled for October 22, 2015.

IX. **Adjournment**

MOTION: Director Walker made a motion to adjourn the meeting. Treasurer Dawson seconded the Motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Dawson, Walker, Laidlaw, Lim, LeFleur, Kianipur, Peschel, Prause

The meeting adjourned at 9:22 a.m.